

EXHIBIT 2

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November 8, 2007

Mr. Thomas M. Ryan
President & CEO
CVS Caremark Corporation
1 CVS Drive
Woonsocket, RI 02895

Via Facsimile and Federal Express

Re: Our Ref.: M&G 13345.0147USAA

Dear Mr. Ryan:

We represent For Your Ease Only, Inc. and Lori Greiner (hereinafter FYEO) regarding intellectual property matters. FYEO sells a variety of innovative products, including jewelry organizers, through QVC and other retailers.

It has come to FYEO's attention that CVS is offering for sale a cheval-styled mirrored jewelry organizer. A copy of a portion of a CVS weekly store ad from a California CVS store is enclosed with this letter and marked as Exhibit A. The excerpt shows this product, called a "Mirrored Jewelry Box."

FYEO also sells a cheval-styled mirrored jewelry organizer, and has pending and issued patents related to its product. For example, FYEO has U.S. design patent No. D528840, a copy of which is enclosed as Exhibit B. FYEO also has pending utility patent applications that cover this jewelry organizer and variations of this organizer. FYEO also has other pending and issued patents, including corresponding issued patents in China and Europe, related to this mirrored jewelry box and other, similar products.

CVS's mirrored jewelry box clearly infringes Ms. Greiner's issued U.S. design patent, and would clearly infringe the pending claims of the utility patent application if those claims issue in their present form (as we are hopeful will be the case). As strong validation of the infringement as well as the significant harm to FYEO from the infringement, you should know that CVS's sales of this infringing product came to Ms. Greiner's attention because a customer of Ms. Greiner's product saw the CVS product, believed it to copy Ms. Greiner's design, and contacted Ms. Greiner about her concern.

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CVS's sales of these infringing products are likely to cause significant financial harm to FYEO, at least in the form of lost profits on FYEO's products. FYEO sells a product which it believes to be a higher quality product at a higher price point, and the damage to FYEO and Ms. Greiner from the infringing sales are likely to significantly exceed CVS's likely profits on its mirrored jewelry boxes.


FYEO demands that CVS immediately cease and desist its sales of these mirrored jewelry boxes, to mitigate any further damage to FYEO from sales of these infringing products during the critical holiday season. Moreover, FYEO has filed a suit against CVS for this infringement in federal court in the Northern District of Illinois seeking all remedies available to it under the law including damages and an injunction. A copy of this complaint is enclosed as a courtesy.

Although FYEO has filed the suit and if necessary will pursue that suit, we are hopeful that CVS, now that FYEO's patent rights have been called to its attention, will do the right thing and halt further sales of this mirrored jewelry box. In the hopes that a resolution of this matter can be reached without either party having to go through more extensive litigation, we will temporarily delay formal service of the complaint on CVS.

However, in order for us to maintain the status quo, we need to hear from CVS or its counsel immediately, and no later than Monday, November 12, 2007, regarding whether it is willing to cease its sales of this product and attempt to reach an agreement without further court proceedings. If we do not hear from CVS, we will assume it has no interest in resolving this matter, and proceed accordingly with the litigation.

This matter is extremely urgent and important to FYEO. We hope that CVS deals with it accordingly. Despite FYEO's great concerns as to the impact of these infringing sales on its business, and the resulting need to initiate this lawsuit, I assure you that FYEO will reciprocate prompt attention to this matter and a good faith effort to reach a business resolution. If, however, we are unable to resolve these issues, FYEO will enforce its rights to the full extent possible in the U.S., China, and anywhere else its rights may be violated.

Yours truly,

A handwritten signature in black ink that reads "Daniel W. McDonald /va". The signature is written in a cursive, flowing style.

Daniel W. McDonald

DWM/vh

Enclosures

EXHIBIT A

CVS/pharmacyWelcome! [Sign in or sign up](#) for easier shopping.

\$5 OFF
 orders of \$30
 
PLUS SHIP FREE!
[Shopping Cart Quick View](#)
 Items: n/a
 Current Total: n/a

Get \$4 off \$20 when you sign up for email offers from ExtraCare®

Weekly Store Ads

[Weekly Store Ad Home](#) , [Item Detail](#)

Please note: Offers, products and pricing in the advertised Weekly Store Ads are available only for the store location you have chosen, and may vary from CVS.com and/or other stores.

Weekly Store Ad for this CVS/pharmacy store:

 8225 East Garvey Avenue
 Rosemead, CA 91770

[Map & driving directions](#)
[Select another location](#)
[Printable Shopping List](#)

0 Ads on your list

[Print and view your list](#)

Sign up for Email Alerts of new Weekly Store Ads:

email address here

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More ways to browse:

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— click to select —

Brands

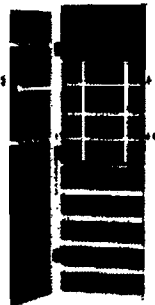
— click to select —

Flash or HTML

Prices effective Sunday, Nov 4th - Saturday, Nov 10th (except as noted)

[<< Back](#) View all [items](#) from this Weekly Store Ad page

Mirrored Jewelry Box


\$49.99

thru Nov 10

 +
[Add to Shopping List](#)

•Tilt mirror 55" with stand •Holds minimum 33 p earrings •Necklace & bracelet hooks •Rod for bar tennis bracelets

[<< Back](#) View all [items](#) from this Weekly Store Ad page

Online Only Specials


 - LIMITED TIME -
*** FREE**
 STANDARD SHIPPING
 ON NONPRESCRIPTION
 ORDERS OF \$30
 OR MORE!

 Yours is a story of caring.

 Share it here >

\$5 OFF
 your order of \$30!
 Plus, FREE Shipping

 Be prepared for the flu.
Flu Shot
 Learn more

<input type="radio"/> Browse in Flash (high speed)
<input checked="" type="radio"/> Browse in HTML (dial-up)
New Summer Survey 

CVS - Weekly Store Ad Online - Internet Explorer provided by Dell

CVS <http://www.cvs.com> [CVS - Weekly Store Ad Online](#) [browsed page: 10/25/2008](#) [10/25/2008](#)

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CVS - Weekly Store Ad Online

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Get \$4 off \$20 when you sign up for email! offers from ExtraCare

Weekly Store Ads

[Weekly Store Ad Home](#) , [Browse Weekly Store Ad: Page 2](#)

Please note: Offers, products and pricing in the advertised Weekly Store Ads are available only for the store location you and may vary from CVS.com and/or other stores.

Weekly Store Ad for this CVS/pharmacy store:

8225 East Garvey Avenue
Rosemead, CA 91770

[Map & driving directions](#)

[Select another location](#)

Printable Shopping List

0 Ads on your list

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Sign up for Email Alerts of new Weekly Store Ads:

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More ways to browse:

Prices effective Sunday, Nov 4th - Saturday, Nov 10th (except as noted)

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Items on Page 2

Mirrored Jewelry
\$49.99
thru Nov 10
[Add to Shopping](#)

Charging Station
\$19.99
WITH CARD
thru Nov 10
[Add to Shopping](#)

AS SEEN ON TV
\$14.99
EACH
thru Nov 10
[Add to Shopping](#)

Duraflame
\$14.99
WITH CARD

EXHIBIT B



US00D528840S

(12) **United States Design Patent** (10) Patent No.: **US D528,840 S**
Greiner (45) Date of Patent: **** Sep. 26, 2006**

(54) **JEWELRY STORAGE CONTAINER**(76) Inventor: **Lori Greiner, 1301 Dearborn Pkwy., Suite 402, Chicago, IL (US) 60610**(**) Term: **14 Years**(21) Appl. No.: **29/198,693**(22) Filed: **Feb. 3, 2004**(51) LOC (8) Cl. **06-04**(52) U.S. Cl. **D6/559**(58) Field of Classification Search **D6/553, D6/559, 560, 561, 329, 396, 432, 448, 436-439, D6/444-446; 312/209, 234, 224-225, 242, 312/245; 206/320, 823**

See application file for complete search history.

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(Continued)

Primary Examiner—Brian N Vinson

(74) Attorney, Agent, or Firm—Fredrikson & Byron, P.A.

(57) **CLAIM**

The ornamental design for a jewelry storage container, as shown and described.

DESCRIPTION

FIG. 1 is a perspective view of the exterior of our new container.

FIG. 2 is a front elevation view of our new container.

FIG. 3 is a right side elevation view of our new container.

FIG. 4 is a left side elevation view of our new container.

FIG. 5 is a top plan view of our new container. The bottom

plan view of our new container is a mirror image of FIG. 5.

FIG. 6 is a perspective view of the interior of a first embodiment of our new container.

FIG. 7 is a perspective view of the interior of a second embodiment of our new container, where earring bars are removably mounted on metal strips on the inner surface of the door.

FIG. 8 is a front elevation view of an earring bar used with the embodiment of FIG. 7.

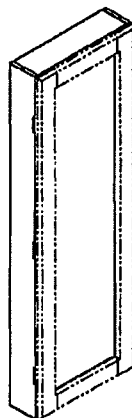
FIG. 9 is a back elevation view of the earring bar of FIG. 8.

FIG. 10 is a top plan view of an earring bar of FIG. 8.

FIG. 11 is a bottom plan view of a new earring bar of FIG. 8; and,

FIG. 12 is a right side view of the earring bar of FIG. 8. The left side view of the earring bar of FIG. 8 is a mirror image of FIG. 1.

The broken lines in the drawing do not form a part of the claimed invention.

1 Claim, 5 Drawing Sheets

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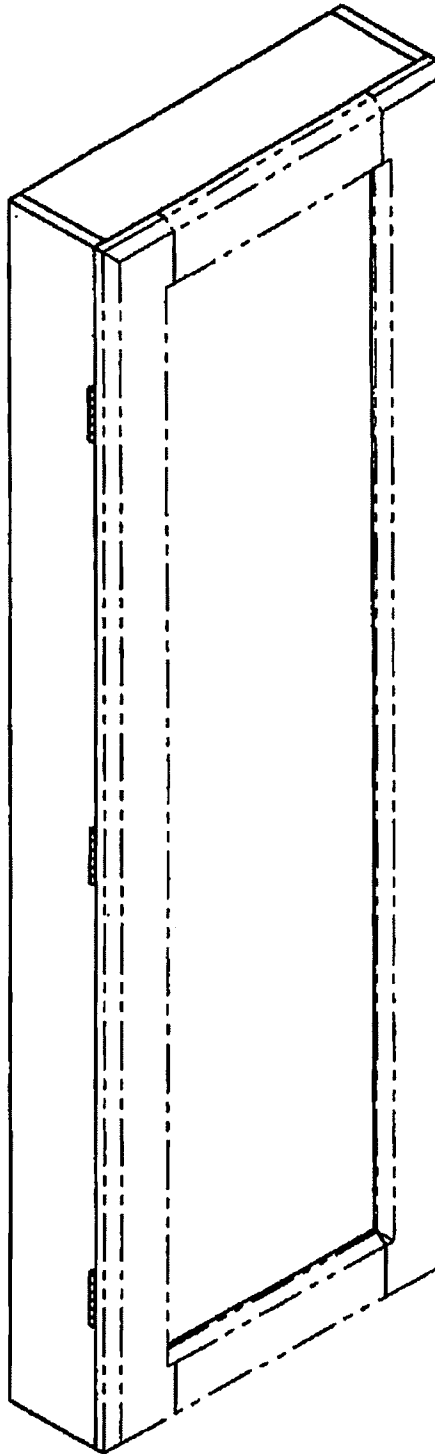
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FIG. 1



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FIG.2

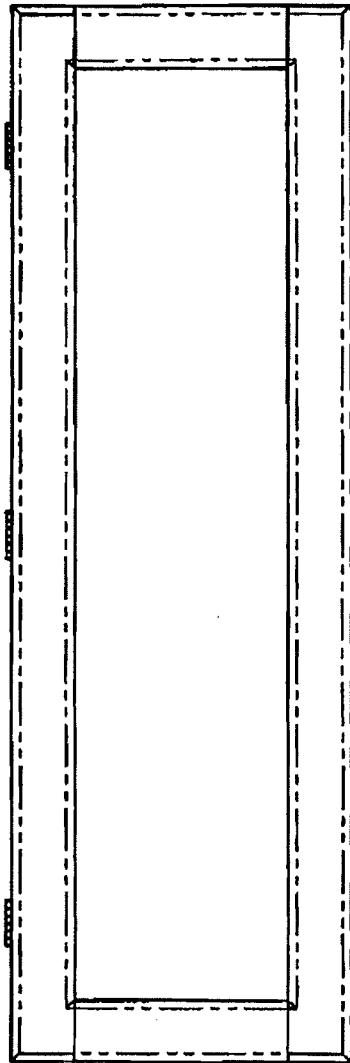


FIG.3

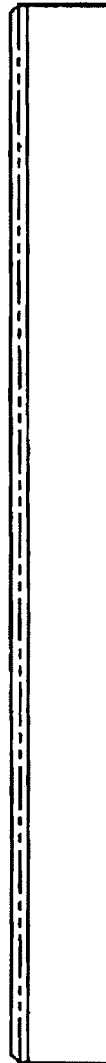


FIG.4



FIG.5



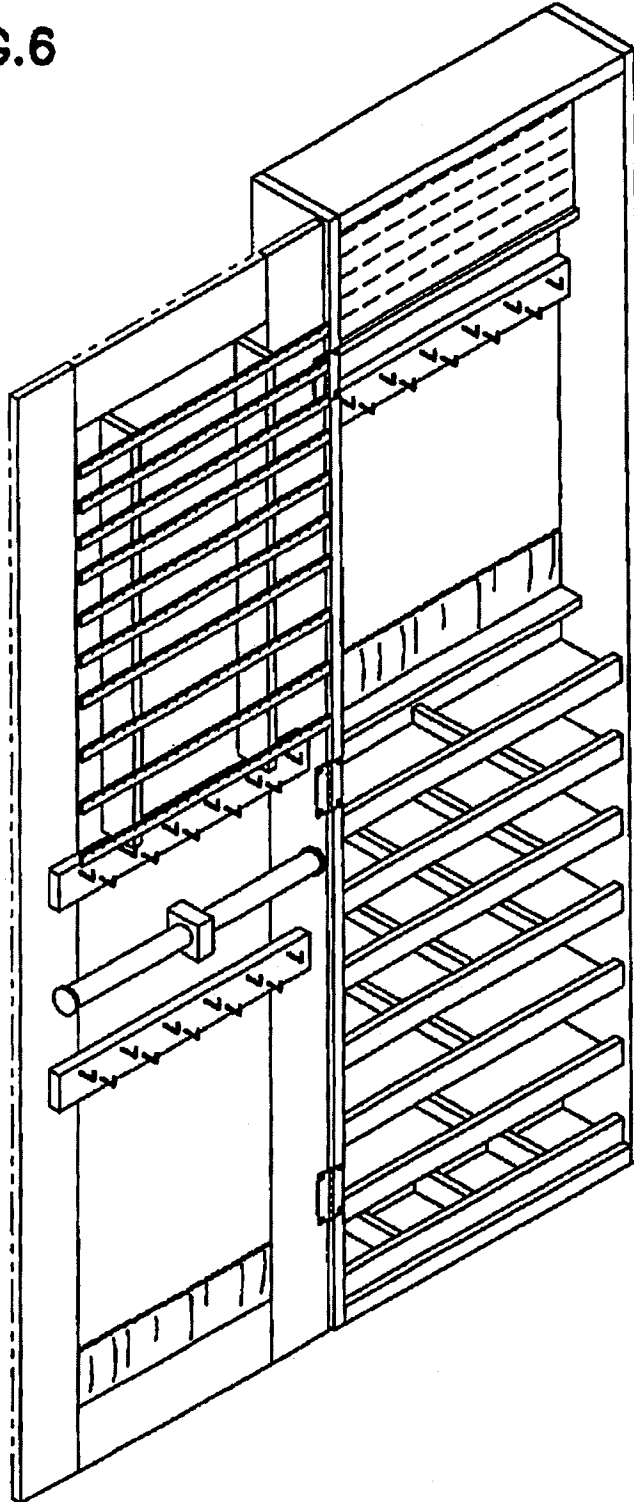
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FIG. 6



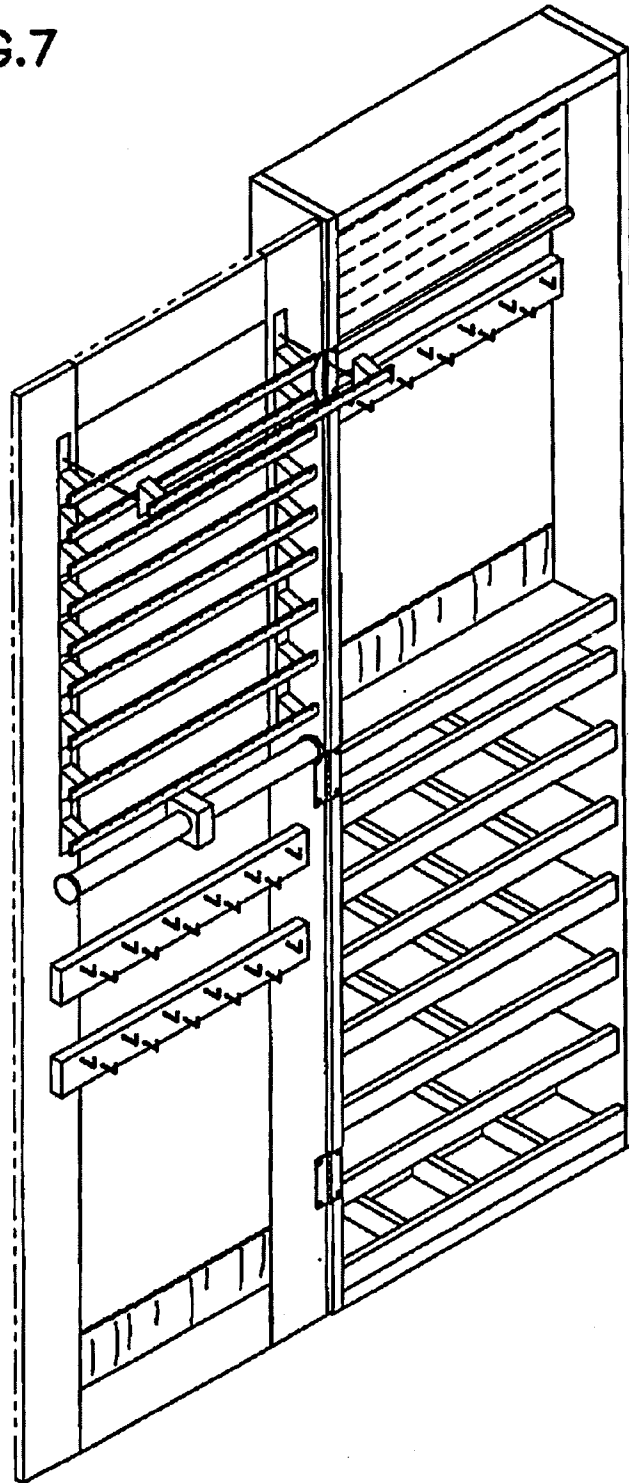
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FIG. 7



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